

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

**Alan D. Gould et al.**

Confirmation No. **9535**

Serial Number: **09/917,792**

Art Unit: **3622**

Filing Date: **July 31, 2001**

Examiner: **Alvarez, Raquel**

Title: **Computerized System and Method for Increasing the Effectiveness of Advertising**

**REPLY UNDER 37 CFR 1.116**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

SIR:

In response to the outstanding Office Action in the referenced application, please enter the following Reply and Amendment, which places the claims in condition for allowance:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.